

# **GEO**

## **Guyana Economic Opportunities**

### **Guyana Market and SME Sector Overview**

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*To:*

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## Executive Summary

The terms of reference (TOR)<sup>1</sup> for this study specified a number of objectives and outputs, with the core objective being to commence the process of identifying small and micro-enterprise (SME)<sup>2</sup> businesses, entrepreneurs, products and exports in Guyana. Generally, the TOR has been accomplished, with the only exception being the inability of the consultant to garner details on importers, i.e., both wholesalers and retailers in North American markets. A number of tables are included in the annexes to this report. These include a specification of other marketing studies carried out on products in Guyana, persons/organizations contacted, and a list of SME producers and products, intermediaries, exporters, and export markets currently sourced. Additionally, a number of recommendations have been posited to ensure that the benefits that can accrue to the SME sector are realized.

Essential to any marketing strategy is the recognition of Guyana's unique characteristics as a trading nation. The following facts need to be taken cognizance of. Guyana has a population of approximately 750,000, producing a small number of products in the formal traditional market that are exported to preferential markets, and a number of products in the informal sector, that are generally marketed by intermediaries and exporters as domestic demand is modest. The internal market is highly competitive and saturated with products from the informal sector as product design and process are easily copied. Further, the SME sector emerged largely under the cloak of protectionism, and has often experienced difficulty adapting to the demands of a more liberalized marketing system.

International markets for value-added products are generally viewed as extremely competitive and discriminating. Price, quality and service determine successful market penetration, and once achieved, consistency and trust are essential if market share is to be maintained and expanded. It is confirmed, therefore, that to be successful, any marketing strategy must be phased and be securely linked to investment and product development.

Five main areas of SME activity with export potential were identified. These were:

- Agro- and food processing, i.e., jams, jellies, sauces and spices (Coastal regions)
- Handicraft, i.e., nibbi and tibusiri furniture and assorted items (Rupununi and rural coastal areas)
- Leathercraft, i.e., wallets, passport holders, belts, etc. (Interior locations)
- Garment manufacture, i.e., casual and work apparel (Coastal regions)
- Fish processing, i.e., dehydrated and smoked (Coastal regions)

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<sup>1</sup> See Annex 1

<sup>2</sup> For the purposes of this study, the internationally recognised measure of small enterprises, i.e., 100 or less employees, was applied.

Further findings were:

- The need for better institutional arrangement for the marketing of SME products
- The need for a more efficient system of information dissemination
- The establishment of greater linkages between different sectors and producers
- Difficulties in transporting items to export markets
- The high consumption tax and complex nature of the export tax system
- The problem of receiving supplies from domestic producers on a timely basis
- The need for attitudinal changes and product development

To combat these impediments that affect the marketing of products from the SME sector, the following recommendations were posited:

- Construct the marketing strategy around the five sectors identified
- Better information dissemination through workshops, seminars, etc.
- Compilation of dossier on marketing requirements in North America
- Strengthen existing market linkages and work to establish newer ones
- Better transporting facilities out of Guyana
- Need to explore the organic market

These constraints will need to be addressed if Guyanese SMEs are to successfully develop and exploit their potential in niche markets internationally. It will be necessary for organizations such as the Association of Regional Chamber of Commerce (ARCC), Forest Products Association (FPA), Institute of Private Enterprise Development (IPED) and the Guyana Manufacturers Association (GMA) to impart upon their membership the need for greater quality control and product development. Specifically, SME producers and exporters need assistance with labeling and packaging if they are to make a significant impact on the markets abroad.

## MARKET SURVEY IN GUYANA

### 1. Purpose:

Emanating out of the Small and Micro-Enterprise (SME) Sector Assistance Program and Action Plan, was the need for a detailed market survey to identify potential market opportunities for SMEs in Guyana, the Caribbean and North America. The purpose of this study, therefore, was to begin the process of identifying Guyanese SME businesses, entrepreneurs, products and exporters. This assignment is expected to be complementary to a later study to be conducted in North America, aimed at identifying niche markets for Guyanese products, by an International Marketing Specialist. It is also expected to lay the foundation for all subsequent market surveys for the Guyana Economic Opportunities (GEO) SME Program. Additionally, the information obtained via the surveys are expected to be incorporated into a GO-INVEST database on producers and exporters. (The Terms of Reference are included in Annex 1.)

### 2. Results:

Due to this initial survey, key producers, organizations and exporters have been identified that the International Marketing Specialist may wish to meet or speak with to acquire an understanding of local market conditions, production potential, constraints facing the sector, and possibilities for Guyanese SMEs. The outputs from this survey include:

- Titles, authors, dates and copies of reports and/or studies of markets for Guyanese products.
- A report that details:
  - A list of organizations and persons contacted
  - A list of products produced by SMEs, indicating where possible, those that are currently exported, their markets, the quantities exported and the number of producers and/or exporters
  - A list of SME entrepreneurs and firms, indicating the products produced, business address, and contact numbers (including email address). Additionally, it identifies, where possible, those that are believed to be potential entrepreneurs with whom the GEO Project may work in future on its SME Program. (Quality of products, initiative, entrepreneurship, etc.
  - A list of Guyanese exporters, middlemen and producer groups and their contact numbers, address and the products they handle.
  - A list of entrepreneurs, businesses, individuals and groups that the International Marketing Specialist should meet prior to the marketing study in North America to give an indication of local markets, production and the constraints, possibilities, and scale of operations.
- Samples of the products that might be used during the market study in North America.

### 3. Methodology:

For this survey, three main approaches were used to source the information and samples required. These approaches were:

- 1) Reviewing various marketing studies and reports on Guyanese SME products, entrepreneurs, businesses and exporters (see Annex 2 for a list of these studies).
- 2) Interviews and meetings with Guyanese business leaders and SME advocates, business development service providers, Government of Guyana officials and producer groups (see Annex 3 for a list of the people contacted).
- 3) Visits to three of the major retailers of Guyanese and imported items (MFK Trading, Forgarty's and Nigel's supermarkets).

### 4. Overview of the Marketing Sector for SME Products in Guyana:

Marketing in Guyana can very loosely be classified into two main categories, one for the traditional large-scale products and another for the small-scale micro-enterprise non-traditional products. The marketing system for the traditional products, i.e., rice and sugar, is very well developed as production is mainly targeted to preferential markets in the more developed countries. Until 1990, most of the traditional products were distributed and marketed by public sector institutions.

Conversely, the marketing of non-traditional products is largely in private hands. For example, a large part of the products moves almost directly from producers to consumers in local communities; the remainder goes through a more formalized system that carries products from distant sources, such as the Pomeroon riverain areas, to urban centers. The system is fairly efficient and it covers all the functions required to move products from producers to the consumers. These include operations at assembly points in production areas, a transport system for moving products by land, water, air; wholesaling and distribution; and, in some cases, processing, storage, and ultimately, retailing.

There are two subsets of the marketing system for non-traditional products. These are (1) the **local system**, and (2) **distant markets**. The local market system is basically an underdeveloped one in which private producers sell their products directly to neighbors and to consumers in their communities. Some sales are made to roadside stands and sometimes to other producers. In any event, the formal marketing channel is by-passed and there are no intermediaries between the producer and the consumer. Most sales are for cash and the margins tend to be minimal.

The distant market system is more formal and complex. It carries products from the producer to consumer centers and occasionally, to export markets via intermediaries or through value-added. However, the need remains to further explore the export potential of these products, with a view to identifying niche markets in neighboring South American and Caribbean countries, Europe and North America. Generally, the products

are moved by truck and boat, and rarely by air, to a concentration point where private wholesalers, as well as retailers, compete.

With a population of approximately 750,000, foreign demand provides most of the market for local products in Guyana, as domestic consumption is modest, resulting in little scope for expanding domestic sales. Furthermore, the market is generally well known by SMEs and competition is relatively high. These notwithstanding, most SMEs have production capacity too small to be able to supply even a small amount of a national export market. Additionally, the historical mode of production of many of the SMEs limits sharply the range of industries and industry segments in which they can successfully compete in global markets. As if this were not bad enough, many SMEs' exports are tied to factor costs and competing on prices in industries that require either little product or process technology, or technology that is inexpensive and widely available. The way forward, therefore, appears to be the sourcing of niche markets.

If Guyanese SMEs are to survive and grow, however, it is imperative that they base their product selection, sales and marketing decisions on information sourced, to maximize opportunities and minimize risks. It is for precisely this reason that this study is so vital as it will ensure that the starting point for decision making is based on knowledge, rather than guesswork that appears to have been the case in the past.

Markets identified as offering potential for new or increased sales include the Caribbean, neighboring Brazil, North America and the United Kingdom (UK). It is, however, felt that the relatively large Guyanese expatriate communities in North America and the U.K., particularly in Toronto, New York City and London, offer the potential for a significant niche market for products branded as Guyanese and targeted specifically at the Guyanese and West Indian markets in those cities. There have already been some indications in this direction for traditional Guyanese fruits, vegetables and processed agricultural products as well as other products. Although the Caribbean, Brazil and Venezuela offer the potential for expanded markets for fresh fruits and vegetables and other products, the advantage of "specialty" branding of Guyanese processed foods would be lost in these markets, faced with the domestic production of the same or similar products. While this may be so, these markets should not be discounted and an assessment of the market possibilities for Guyanese products in the Caribbean, Brazil and Venezuela should be undertaken subsequently to ascertain their potential for Guyanese products.

According to the Dreiman report (2001:8), while there are in excess of 20 organizations offering various forms of support to the SME sector in Guyana, their efforts are focused on improved training and technical assistance to the SME sector, without targeting the complementary activity of developing market opportunities. As such, a constant problem facing the SME sector within Guyana has been identified as their inability to access markets and establish market linkages. For example, La Gra (2001:2) posits that diminished market opportunities caused some coffee farmers to gradually replace their coffee trees in some production areas and generally abandoned them in others. Consequently, this survey aims at assessing the prevailing market conditions and providing assistance with market linkages where possible.

Marketing research alone though, will not yield all the solutions required to meet the above objective. As such, there is the need to promote and foster application. This implies that promotion should be an important part of any marketing strategy abroad. Additionally, it will be important to add to the profiles developed in this study to better inform the efforts of producer organizations and those of the New Guyana Marketing Corporation and GO-INVEST.

## **5. Findings and Analysis**

Interviews, meetings and telephone conversations with stakeholders in the SME sector revealed that there are currently more than 6,000 persons employed directly in the small and micro-enterprise sector in Guyana, while it has been conservatively estimated that another 5,000 are employed indirectly by the sector. Additionally, while Guyana's official GDP statistics for 2000 were calculated at approximately US\$600Mn, it is estimated that the sector in the Caribbean Community contributes some 40% of regional GDP and 70% to employment (UNDP, 2002). The sector therefore has the potential to contribute meaningfully to poverty alleviation and employment creation.

The major sectors and areas of production are in:

- Agro- and food processing, i.e., jams, jellies, sauces and spices (Coastal regions)
- Handicraft, i.e., nibbi and tibusiri furniture and assorted items (Rupununi and rural coastal areas)
- Leathercraft, i.e., wallets, passport holders, belts, etc. (Interior locations)
- Garment manufacture, i.e., casual and work apparel (Coastal regions)
- Fish processing, i.e., dehydrated and smoked (Coastal regions)

While not discounting the domestic market, given the limited opportunities that it offers and the intense competition (Annex 4), the survival of many SMEs rests heavily in their ability to find and maintain export markets. Smaller SMEs may not be able to compete on their own, given the high cost of transporting products out of Guyana. There is, therefore, the need for greater collaboration amongst SMEs.

### **5.1 Institutional Arrangement for Marketing SME Products**

With only the Guyana Office for Investment (GO-INVEST) and the New Guyana Marketing Corporation (NGMC) offering any structured assistance in providing marketing information, though neither targets the SME sector directly, the task of sourcing export markets is left to the individual or firm, or may be taken up by intermediaries or other entrepreneurs who purchase primary products, adding value to these before exporting to markets in the Caribbean and North America. This last case has its challenges, as products have to be certified as being produced according to the various export market specifications, as well as having a shelf life that would support their marketing abroad. Furthermore, both the GO-INVEST and the NGMC are themselves in need of further strengthening, with a specific officer or section identified to deal with the SME sector to provide information on a timely and efficient basis. Also, there seems to be a case for the resuscitation of the now defunct *Association of Non-Traditional Exports*

of Guyana (ANTEG) that offered substantial marketing information to small producers before its closure in 1991.

The Private Sector Commission (PSC), through the European Union had established a Data Center to assist the SME sector through the provision of marketing information via the internet. However, due to poor public relations and insufficient information dissemination, this center never fulfilled its potential.

## **5.2 Issues Affecting Marketing of Products from SMEs**

### ***(a) Need for better information dissemination***

This survey revealed that there is an abundance of entrepreneurial talent in Guyana. Guyanese entrepreneurs showed great resilience in coping with a highly unfavorable economic and political climate for developing businesses during many years. It is noticeable that since liberalization started in 1988, it has been the private sector that has contributed most to the high growth rate achieved by Guyana in recent years. Nevertheless, Guyanese entrepreneurs have grown up in an unusual environment of excessive state control and protectionism. This is particularly true of the productive sector, especially manufacturing. As trade liberalizes, entrepreneurs are facing a very different environment, which they are being forced to adapt to. Guyana's private sector is therefore in a process of transition.

Employment creation through SME development is an effective instrument of worker empowerment and a primary engine of future economic growth in Guyana. Given the restraints of limited employment opportunities in wage sector employment and the small market size of the country, the generation of employment through the creation of new businesses has become a focus of policies and programs in Guyana. Both the public and private sectors are now focusing on long-term frameworks for entrepreneurial expansion.

However, many entrepreneurs owning established or starting SMEs lack access to information on new markets, innovative technologies and potential domestic and foreign business partners, all of which become critical to succeed in a liberalizing world. The institutional capacity to promote and assist SME entrepreneurs in carrying out these functions is limited. There is a lack of training facilities, of technology development and support organizations, market channels are not organized and there is no facility available to link prospective entrepreneurs to national or transnational businesses.

Some producers noted that often they are not aware of what the international standards are that they are expected to meet before they can export to certain markets. This contention found some support from the Ministry of Agriculture Program Unit (MAPU) that sees the need to resuscitate quality standards and enforce stipulations.

There is therefore the need for greater dissemination of information between stakeholders, i.e., National Agricultural Research Institute (NARI) and agricultural producers. Additionally, greater producer awareness can be accomplished through

workshops, seminars, etc., working through organizations such as the Regional Chambers of Commerce, Guyana Manufacturers Association (GMA), Institute of Private Enterprise Development (IPED) and the PSC.

***(b) Establishing more linkages between different sectors and producers***

One of the major objectives of this study was to identify potential areas where market linkages could be established. Within this study we came across a number of areas where this is already occurring and where the potential exists for greater market linkages and synergies to take place. Examples include, but are not restricted to, *New Era Enterprise* partnering the *Wakapoa Coffee Producers Association* (WCPA) and other small coffee growers on the Essequibo Coast; handicraft groups and *Craft Creations* establishing linkages; and small garment producers and *C & D Fashions* partnering. Obviously, issues such as, inter alia, receiving a fair price for ones' product, reliability, and quality of supply, will need to be examined and the various stakeholders consulted, but there appears to be some potential here. Currently, some amount of linkage already exists between most of the exporters of crafts and the producers of these items.

***(c) Difficulties in transporting items to export markets***

The world over, it has been demonstrated that to meet international markets it is imperative that one has access to adequate and reliable means of transportation. A number of private SMEs mentioned that they were experiencing difficulties in acquiring the requisite cargo space to transport their products out of Guyana via the airlines plying the Guyanese route. This problem appears to have been exacerbated by the collapse of the national flag carrier, *GA2000*, and the contraction of the airline industry after the events of September 11, 2001. While *LAPARKAN Company Ltd.*, a Guyanese firm, and *Amerijet* have cargo services out of Guyana. However, in the case of the former, this is used mainly to service its business activities in and out of Guyana. The main problem here appears to be unreliable supply from producers and insufficient cargo in and out of Guyana to make cargo services profitable.

The transportation problems for local SMEs may also point to the need for better processing of some perishables and for further research to assist with the extension of the shelf life of some of these products. With the *British West Indian Airways (BWIA)* proposing to reduce its number of flights out of the Caribbean to North America weekly until passenger confidence and numbers in the airline industry picks up, one can expect this problem to persist for sometime yet. Another entrepreneur identified problems of frequency and reliability of sea transportation, which often necessitates transshipment.

***(d) High consumption and complex tax systems***

Despite efforts since 1997 to rationalize the consumption tax regime across the Caribbean, some imports into Guyana still carry a consumption duty of 30 percent. Firms that depend on imports of fabrics, threads, preservatives, etc., to ply their trade, find that with this additional tax burden, their products are often price uncompetitive in the

international market place. Additionally, since islands like Trinidad & Tobago and Jamaica tend to produce similar food products like Guyana and their governments appear to be more favorably disposed to the SME sector, Guyanese SMEs have a difficulty competing with products coming from these countries, both in the international West Indian markets, and also domestically. Undoubtedly, this is an issue that will need further examination and continued levying by organizations like the PSC, GMA, and ARCC to get the Ministry of Trade, Industry and Commerce and the Guyana Revenue Authority (GRA) to rationalize the consumption tax system with that of its Caribbean neighbors.

Furthermore, it is felt that the current tax regime for exporting products is too cumbersome and complex, which tend to negate against many small, semi-literate producers being able to export as they have a difficulty filling out the many forms necessary to export products.

***(e) Problems with receiving supplies from domestic producers on a timely basis***

One of the major issues relating to marketing studies is what is known as the “*just in time*” principle. The fundamental of this principle is that producers are able to anticipate the needs of the market and be able to deliver to meet these needs before tastes change. However, factors that have militated against more linkages being established between small producers and intermediaries or exporters, have been identified as unreliable supply and the quality of such supplies coming from small producers. Such factors often affect operations further down the production chain. One agro-processor cited the need to acquire supplies of fresh fruits from Trinidad because Guyanese small farmers were not delivering their orders on a timely basis. This caused his operating costs to increase and his product to be less competitive.

***(f) Need for attitudinal changes and product development***

Few SMEs have the potential to be able to meet the demands of a single exporter. However, there appears to be the potential for group and bulk sales to middlemen and/or exporters. At the moment, there seems to be some difficulty in getting the various small producers to work together. As such, efforts to assist them in finding export markets for their produce are stymied. There must therefore be a targeting of the attitudes of these individuals, illustrating that working together does not mean working in the interest of some and against the interest of others. Moreover, the benefits of working together, rather than as competitors as currently exists, should be stressed.

Additionally, there is need for a concerted effort aimed at helping small producers to better develop their products, inclusive of packaging and labeling. It was noted that products coming from the SME sector in Guyana were not always as attractively labeled or advertised as those imported, thus affecting their sale potential. To compound the problem, Guyanese stores and supermarkets selling Guyanese SME products generally did not appear to be giving them the same prominence as those items that were imported. While this latter point may be due to shoddy labeling, it is also felt that small producers

need to develop the art to haggle for particular store space if their products are to receive prominence.

## **6. Conclusions and Recommendations for Marketing Products from the SME Sector**

**(a) Construct the marketing strategy around the five sectors identified.** It is suggested that the marketing strategy in North America be concentrated on the five sectors identified in Section (5). Many producers within these sectors seem to be relatively well prepared to take on the demands of the external market place. With some already exporting, it will make economic sense to concentrate one's efforts by building on the gains made, rather than trying to spread one's resources too thinly. From the successes that are expected to emerge from this strategy, it will be an indication of what can be achieved with a concerted effort and some vision, and can act as a stimulus to other SMEs of what can be accomplished.

**(b) Better information dissemination through workshops, seminars, etc.** As Dreiman (2001:12) noted "success breathes success". Therefore, as this project aims to substantially increase the sale revenue accruing to SMEs through sourcing markets, it will be imperative to ensure that producers have access to information on new markets. Additionally, it is imperative that information pertaining to the gains from the project is disseminated throughout the sector through workshops, seminars, etc., and advising on how the pitfalls can be avoided. Through these efforts, one would expect other sectors to come on stream subsequently.

**(c) Compilation of dossier on marketing requirements in North America.** Through the compilation of such a dossier, it could help to inform exporters of what the minimum standards are that they are expected to meet if they wish to sell in the North American markets. While this list is not expected to be exhaustive and will be added to over time as changes occur, it can help to reduce some of the impediments that currently confront exporters.

**(d) Strengthen existing market linkages and work to establish newer ones.** While some degree of synergies and linkages currently exist, mainly between smaller producers and exporters in the craft and agro-processing sectors, it is felt that these can be built upon through assisting producers with product development. Additionally, there is scope to establish newer ones as well.

**(e) Better transporting facilities out of Guyana.** While it may be premature to propose a cargo charter out of Guyana once weekly, it is an issue that the international marketing specialist should explore, given the marketing possibilities in North America. To the extent that a charter becomes a necessity, then "bulk" shipping, with a number of producers/exporters using the service, may become a necessity to reduce overheads and make the service worthwhile.

**(f) Need to explore the organic market.** While we concentrate on exploiting niche markets in North America, it is felt that there is the need to begin to promote Guyana as a possible source for organic farming. This organic market is substantial and can benefit immensely, not only the SME sector, but also, the medium- and large-scale producers and exporters in the future.

## Documents Consulted

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## Annex 1

### Terms of Reference for Market Surveys in New York and Toronto for Guyanese Products

**Positions:** International Marketing Specialist and Guyanese Economist

**Purpose of the assignment:** Begin the process to identify SME businesses, entrepreneurs, products and exports in Guyana and conduct a market survey in Toronto, Canada and New York, New York of the existing and potential demand for Guyanese products. The surveys will also serve as a training exercise for GO-INVEST.

**Background:** The USAID funded Guyana Economic Opportunities (GEO) Project is a five year project aimed at improving the climate for private investment. One component of the Project is aimed at increasing services available to support the growth of small and micro-enterprises. A key constraint identified by SMEs and those working in the sector is the inability of SME's to access markets and make market linkages. Part of the GEO SME program will be to assist with these market linkages.

Markets identified as offering potential for new or increased sales include the Caribbean, neighboring Brazil, North America and the U.K. With a small population (750,000) in Guyana there is a limited market for expanding sales in the domestic market, the market is generally well known by SMEs and competition is high. For most products the production capacity of small and micro-enterprises is too small to be able to supply even a small amount of a national export market. The very large Guyanese expatriate communities in North America and the U.K., particularly in Toronto, New York City and London, however, offer the potential for a significant niche market for products branded as Guyanese and targeted specifically at the Guyanese and West Indian markets in those cities. This is true for traditional Guyanese fruits, vegetables and processed agricultural products as well as other products. Although the Caribbean offers the potential for expanded markets for fresh fruits and vegetables and other products, the advantage of "specialty" branding of Guyanese processed foods would be lost in the Caribbean and Brazil, faced with the domestic production of the same or similar products. An assessment of the market potential for Guyanese products in the Caribbean and Brazil will be undertaken at a later date.

**The Approach:** The market survey will be undertaken in two parts. The first, a survey of the markets, products, producers, and exporters in Guyana, will provide the initial information needed for undertaking the market surveys in New York and Toronto, as well as similar surveys later for other markets. The local Economist will identify SME products, producers, and exporters and assist the International Marketing Specialist to identify those products or services currently sold or produced in Guyana that offer the greatest potential for sale in the Toronto and New York City markets. The second part will focus on the Toronto and NYC markets. As a training exercise, the International

Marketing Specialist will work closely with a member of GO-INVEST's Export Promotion unit in implementing the North American surveys. Based on the experience gained during the North American surveys, it is hoped that the GO-INVEST Export Promotion Specialist could then, at a later date, undertake similar market surveys in the Caribbean, Brazil or other markets.

### **Specific tasks:**

#### ***Part 1: Guyana Market and SME Sector***

The results of the work of the Guyanese Economist on this assignment will be used not only for the North American market survey. They will also help lay the preparatory foundation for all subsequent market surveys and begin the process of identifying SME producers, processors and exporters which will be used to identify participating entrepreneurs for the GEO SME program. The information obtained will also be incorporated into a GO-INVEST producer/exporter database that will be developed shortly. Much of the initial work will be to contact Government agencies, associations, donors, NGOs and other groups that work with SMEs. Among these organizations are, Ministry of Agriculture; Ministry of Tourism, Industry and Commerce; GO-INVEST; GMA; PSC; ARCC; IPED; IICA; GVC; CARICOM; IDB; World Bank; CIDA, DFID, EU, as well as SME producer groups.

The Guyanese Economist will:

- Identify and, if possible, obtain copies of existing market studies for Guyanese products
- Compile a list of products currently produced by SMEs in Guyana. Indicate those which are currently being exported, and to the extent possible, the quantities and markets. Types of products to include, are manufactured products, furniture, wood products, processed agricultural products (jams, jellies, sauces, spices, etc.); fresh fruit and vegetables, juices, concentrates, fresh and processed fish/seafood, and others that may be relevant.
- Based on interviews with producer groups and the organizations working with SMEs, begin to compile a list of entrepreneurs and SME groups, identifying their products and services, whether they currently export, and providing contact numbers and addresses. The consultant will also identify relevant middlemen and larger exporters who may work with SMEs. It is recognized that the list of products and entrepreneurs will not be exhaustive and that this information, particularly a list of small and micro-entrepreneurs and businesses, will be added to and built up over time.
- Where possible, the Economist will identify wholesalers, retailers and middlemen, with whom Guyanese producers and exporters may already be doing business in the target markets in Toronto and New York City.
- Identify small and micro-entrepreneurs, businesses and SME groups with whom the International Marketing Specialist will meet when he comes to Guyana prior to starting the market surveys in North America.

- Obtain samples of products that may be used in the market surveys. The Economist will not obtain sample of fresh produce.
- Organize and participate in meetings between the International Marketing Specialist, the GO-INVEST Export Promotion staff and producers, exporters, groups and officials.

**Deliverables:** The Guyanese Economist will be responsible for providing the following:

- Titles, authors, dates and copies (if possible) of reports and/or studies of markets for Guyanese products.
- A report which details the following:
  - A list of organizations and persons contacted
  - A list of products produced by SMEs. Where relevant and possible indicate those that are currently exported, their markets, the values and/or quantities exported and the number of producers and/or exporters
  - A list of SME entrepreneurs and firms, indicating the products produced, business address, and contact numbers (including email address). Within that list, identify, where possible, those that the Economist or an organization believes may be potential entrepreneurs with whom the GEO Project may work in future on its SME Program. (Quality of products, initiative, entrepreneurship, etc.).
  - If possible, a list of Guyanese exporters, middlemen and producer groups and their contact numbers, address and the products they handle.
  - If possible, a list of importers, retailers, wholesalers, and middlemen that entrepreneurs may already be dealing with in the NYC and Toronto markets.
  - A list of entrepreneurs, businesses, individuals and groups that the Economist believes the International Marketing Specialist should meet prior to the marketing study in North America to give an indication of local markets, production and the constraints, possibilities, and scale of operations.
- Samples of the products that might be used during the market study in North America.

***Part 2: Specific Tasks – International Marketing Specialist (and GO-INVEST Export Promotion Specialist):***

*In Guyana:*

- Meet with a cross section of SMEs, exporters, etc. to understand local markets, production and the constraints, possibilities, and scale of operations.
- Based on his general market knowledge and experience and from the meetings, develop a list of products that offer the greatest potential for export or for increased export.
- As needed and with the approval of the GEO Project Director, amend the Toronto/NYC market study based on information learned during this trip.

*In North America:*

- Describe the size, purchasing power and buying habits of the West Indian market in general and, as a subset, the Guyanese market in particular in Toronto and New York City. Identify any concentrations of West Indian and Guyanese neighborhoods.
- Given the product list developed in Guyana, identify those which offer the greatest potential for export and sale in the target markets
- Provide an estimate of the quantities and prices (wholesale and/or retail prices) of the identified products irrespective of origin currently sold in the Toronto and NYC markets, and the penetration of identified Guyanese products in these markets.
- Identify major competitive products, prices and their source or origin. Collect samples of the products.
- Based in part on general market knowledge and in part on awareness of Guyana production capabilities, recommend other products currently demanded in the target markets which could be produced in or exported from Guyana, but presently are not
- Identify key market intermediaries for both markets (brokers, wholesalers, retailers) and the distribution chains for the identified products. For each intermediary provide company name, contact name, position, phone/fax/email, as well as information on the business, e.g., how long in operation, range of products handled, current sources for products like or similar to those proposed, etc.
- Identify specific opportunities and constraints to exporting the identified Guyanese products to Toronto and NYC, in general, and specifically to the identified intermediaries. Provide an opinion as to what the keys are to a successful relationship with the intermediary.
- For the products (or product types) identified as having potential, identify the restrictions and regulations governing the importation, customs, health and phytosanitary requirements, FDA, etc. in Canada and the U.S.
- Identify other pertinent market and export information as may be useful either for Guyanese exporters, or for the GEO Project in assisting them.
- Recommend next steps for potential and current Guyanese small/micro enterprise exporters to access these markets.

**Post-Survey Seminar:** Upon returning to Guyana and after submission of the final report, the GO-INVEST Export Promotion Specialist will present the findings and recommendations of the surveys to interested producers, exporters and groups.

**Deliverables:**

- A detailed report covering the market surveys and information indicated above (International Marketing Specialist).
- The post-survey seminar (GO-INVEST).

**Reporting:**

- In Guyana the consultants will report to the GEO Project Director
- During the North American portion the consultants will report to the GEO Project Supervisor in the Chemonics home office.

**Timing:** January and February 2002

**Duration:**

Guyanese Economist: In-country identification of existing market surveys, SME products, producers and exporters: approximately 2 weeks for the local survey plus 1 week to work with the International Marketing Specialist.

International Marketing Specialist: 1 week in Guyana; 5 weeks for the N. American Surveys – including preliminary library/internet/telephone research and write up of the final report. Approximately 6 weeks total.

## **Annex 2**

### **List of Existing Market Studies on Guyanese Products**

1. La Gra, Jerry (2001) Report on the Production and Marketing of Liberica Coffee in Guyana.
2. Daw, Alton & Percival Boyce (1991) Report on Study Tour: A Review of the Agro Food Market in Barbados for Guyana's Produce.
3. Burclaff, Victor (2001) Marketing Wood Products: A Strategy for the Guyana Forestry Commission.
4. UNDP (2002) EMPRETEC Programme Document.

### Annex 3

#### LIST OF ORGANIZATIONS AND PERSONS CONTACTED FOR THE SME MARKET SURVEY

Persons Consulted	Organization	Address
Mr. Mahoney, Program Co-ordinator Ms. Lavern Shury, Economist	CIDA-PSU	77 High Street, Georgetown Tel: 592-226-4623
Mr. Bill Grisley, Program Co-ordinator Ms. Donna Harris, Local Sector Specialist	IADB	47 High Street, Georgetown Tel: 592-225-7950/3
Dr. Vernon Mc Pherson, Program Co-ordinator Mr. Felix Gerard, Consultant	GVC	109E Barrack Street, Kingston, Georgetown Tel: 592-226-3305/3424
Ms. Manjula Brijmohan, General Manager	IPED	253 South Road Bourda, Georgetown Tel: 592-226-4675
Ms. Mona Bynoe, Executive Secretary	GFPA	157 Waterloo Street, North Cummingsburg, Georgetown Tel: 592-226-9848
Mr. David Yankana, Chairman	CAGI	157 Waterloo Street, North Cummingsburg, Georgetown Tel: 592-226-4603
Mr. David Yankana, Executive Secretary	PSC	157 Waterloo Street, North Cummingsburg, Georgetown Tel: 592-225-0977
Ms. Marva Bancroft, Operations Manager	SCBI	107 Lamaha Street, North Cummingsburg, Georgetown Tel: 592-225-2752

<b>Persons Consulted</b>	<b>Organization</b>	<b>Address</b>
Dr. Leslie Chin, Program Director	CESO	110 Barrack Street, Kingston, Georgetown Tel: 592-226-0203
Mr. Cromwell. Crawford, Agriculture Sector Specialist	IICA	18 Brickdam, Stabroek, Georgetown Tel: 592-226-8835
Ms. Bibi Andrews, Co-ordinator	Rural Women's Network	18 Brickdam, Stabroek, Georgetown c/o IICA Building (bottom flat) Tel: 592-227-4866
Ms. Roxanne Greenidge, General Manager Mr. Nizam Hassan, Deputy General Manager	NGMC	87 Robb & Alexander Streets, Bourda, Georgetown Tel: 592-226-8255
Ms. Uchenna Gibson, Export Promotion Officer	GO-INVEST	190 Camp & Church Streets, Georgetown Tel: 592-227-0654
Mr. Manzoor Nadir, Minister	Ministry of Trade, Industry and Commerce	229 South Road, Lacytown, Georgetown Tel: 592-226-8695
Ms. Kowlessar, Deputy Program Assistant	UNDP	42 Brickdam, Stabroek, Georgetown Tel: 592-226-4040
Secretary	World Bank	42 Brickdam, Stabroek, Georgetown c/o UNDP Building (bottom flat) Tel: 592-226-4040
Mr. Jim Mc Credie, DFID Secretary	DFID	c/o British High Commission, 44 Main Street, Northcummingsburg, Georgetown Tel: 592-226-5881-4

<b>Persons Consulted</b>	<b>Organization</b>	<b>Address</b>
Ms. Injie Nathoo, Executive Secretary	GMA	Sophia, Greater Georgetown Tel: 592-227-4295
Ms. Nisa Surujbally, Agriculture Programme Officer Ms. Gene David, Agriculture Programme Officer	Ministry of Agriculture	Regent and New Garden Streets, Bourda, Georgetown Tel: 592-225-3850
Mr. Neville Totaram, Export Promotion Officer	Ministry of Foreign Trade	254 South Road, Bourda, Georgetown Tel: 592-223-7574
Mr. Quacy Williams, General Manager	Scotia Enterprise	40 Pike Street, Kitty, Georgetown Tel: 592-226-7188
Mr. Ramdial Bhookmohan, Chairman	Association of Regional Chambers of Commerce	c/o New Building Society, Main Street, Georgetown Tel: 592-22-64060
Mr. David Lord, Programme Manager, Trade Section	CARICOM	CARICOM Secretariat, Eddie Grant Building, Main Street, Georgetown Tel: 592-22-58850-1
Ms. Helen Laasko, Economic Adviser	European Union	11 Sendal Place & Croal Street, Stabroek, Georgetown Tel: 592-22-64004

## Annex 4

### LIST OF SMALL AND MICRO-ENTERPRISES PRODUCERS IN GUYANA

No.	Entity	Contact Person	Contact Details	Product(s)
1 <sup>+</sup>	ADVENTURE MANUFACTURING COMPANY LTD	Fitzroy Fletcher	5 Oleander Gardens, East Coast Demerara P.O. Box 10696 Tel/Fax.: 592-222-4092	Jams, jellies, juices and guava cheese
2 <sup>+</sup>	ARROWHEAD ENTERPRISES	H. George	5 Goedverwagting, East Coast Demerara Tel.: 592-222-2616 Fax.: 592-227-7074	Tomato ketchup, mustard sauces, tomato sauce and hot sauce
3	ATLANTIC GROCERY	George Uthandi	79 Better Hope North, East Coast Demerara Tel.: 592-220-6115	Canning and bottling
4 <sup>+</sup>	ALLIANCE FRUITS PRODUCTS INC.	Navindra Singh	15 – 16 Zorg, Essequibo Coast Tel.: 592-774-4207	Processing of fruits and fruit products
5 <sup>+</sup>	IDS HOLDINGS LTD.	Suedatt Singh	Area D Rome, Mc Doom, East Bank Demerara Tel.: 592-225-5487 Fax.: 592-225-5489 Email: idsholdings@solutions2000.net	Textiles polypropylene bags and fabric
6 <sup>+</sup>	LIANA CANE INTERIOR LTD.	Frank Alphonso	173 Charlotte Street, Lacytown, Georgetown Tel.: 592-225-8404 & 220-2751 Fax.: 592-227-4232 Email: lianacane@hotmail.com	Kufa and nibbi furniture
7	PATMAR INDUSTRIES LTD.	Patrick Persaud	Mandela Avenue, Ruimveldt, Greater Georgetown Tel.: 592-225-7413/8573 Fax.: 592-226-5607 Email: SRM@Guyana.net.gy	Cultured marble products

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

No.	Entity	Contact Person	Contact Details	Product(s)
8 <sup>+</sup>	PLAY AND LEARN	Sabine McIntosh	48 Second Avenue, Subryanville, Georgetown Tel.: 592-225-4489 Fax.: 592-225-5905	Production of wooden toys for pre-school children
9 <sup>+</sup>	TANDY'S MANUFACTURING ENTERPRISE	Bert Denny	19 Public Road, McDoom, East Bank Demerara Tel.: 592-225-7263 Fax.: 592-225-7263	Agro-processing products, inclusive of peanut butter, jams, jellies and achar.
10	WAICO	Nizam Amerally	5 Savannah Park, New Amsterdam, Berbice Tel.: 592-333-6247 Fax.: 592-333-3085	Forestry and wood products
11 <sup>+</sup>	AMAZON CARIBBEAN LTD.	Jean Francois Gerin	7 Sheriff Street, Subryanville, Georgetown, Guyana Tel.: 592-226-5238/2828 Fax.: 592-226-9883 Email: palmheart@solutions2000.net	Heart of palm
12	GUYANA WOOD PRODUCTS	Brian Gittens	6/8 Water and Schumaker Streets, Georgetown, Guyana Tel.: 592-225-7737/226-8976 Fax.: 592-225-7726	Turnery and show-room
13	DEANE – HUGHES DESIGNS	Elizabeth Deane-Hughes	6, Earl's Avenue, Subryanville, Georgetown. Tel.: 592-227-1195 Fax.: 592-226-1398 Email: <a href="mailto:deanehughesdesig@hotmail.com">deanehughesdesig@hotmail.com</a>	Lamps, fabrics and costume jewellery
14 <sup>+</sup>	HAIRLOX (GUYANA) LTD.	Welton Clarke	343 Middle St. Georgetown. Tel/Fax.: 592-226-7197 Email: <a href="mailto:hairlox@networksgy.com">hairlox@networksgy.com</a>	Hair care products

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

No.	Entity	Contact Person	Contact Details	Product(s)
15*	NATIONAL EDIBLE OILS AND FATS INC.	Robert Badal	Farm, East Bank Demerara. Tel.: 592-265-4671-4 Fax.: 592-265-4680 Email: <a href="mailto:eldorado@guyana.net.gy">eldorado@guyana.net.gy</a>	Refined vegetable oil
16 <sup>+</sup>	SUPREME ENTERPRISES	Clement Corlette	93 Prince William Street, Plaisance, East Coast Demerara. Tel.: 592-220-3714	Tomato ketchup, mustard, spices, hot pepper sauce, chinese seasoning sauce, cassava cassareep, G. P. Sauce
17	CONWAY INVESTMENTS ENTERPRISE	John Conway	2, Norton Street, Wortmanville, Georgetown. Tel.: 592-226-1848	Lumber and agricultural products
18	PATNOMIKE STEEL FABRICATION COMPANY LTD.	Patrick Haynes	630-32 Industrial Area, Linden. Tel.: 592-444-2844/3383	Steel grills/gates, gardening tools, conveyor system buildings, tanks and barges
19 <sup>+</sup>	CORREIA'S JEWELLERY GUYANA LIMITED	Francis Canzius	159 Charlotte Street, Lacytown, Georgetown. Tel.: 592-226-0605/5128 Fax.: 592-225-1171 Email: <a href="mailto:cmcl@solutions2000.net">cmcl@solutions2000.net</a>	Gold, silver and diamond jewellery
20 <sup>+</sup>	NEWTON'S ART and CRAFT	Leona Newton	545 Durant Street, Tucville, Georgetown or Booth # 3 Hibiscus Craft Plaza North Road, Robbstown, Georgetown Tel/Fax.: 592-226-7853	Wooden and leather craft

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

\* Entities that I felt had the potential and with whom the GEO project may wish to work on its SME program

No.	Entity	Contact Person	Contact Details	Product(s)
21 <sup>+</sup>	C and D FASHIONS and TAILORING COMPANY LIMITED	Cecil Barker	137 Regent Road, Bourda, Georgetown. Tel.: 592-225-6479 Fax.: 592-227-7807 Email: <a href="mailto:babydoll@guyana.net.gy">babydoll@guyana.net.gy</a>	Garment
22 <sup>+</sup>	LIZ UNIQUE HANDICRAFT	Fitzpatrick Gibson	Hibiscus Craft Plaza, Booth #1 North Road, Robbstown, Georgetown. Tel.: 592-227-3492 Fax.: 592-226-1063	Handicraft, nibbi and tibisiri furniture
23 <sup>+</sup>	MOHAN FISH ENTERPRISE	Rajendra Mohan	129 Courbane Park, Annandale, East Coast Demerara. Tel.: 592-220-9489	Frozen seafood, salted fish, fruits and vegetables, roots and crops
24 <sup>+</sup>	TROPICAL PRODUCTS GUYANA LIMITED	Anand K. Varma	8A Water Street, North Cummingsburg, Georgetown. Tel.: 592-227-5018/62480 Fax.: 592-225-2940	Fish, prawns and seabob
25 <sup>+</sup>	MAJORS FOOD MANUFACTURING	Allan Major	13 Victoria Village East Coast Demerara Tel.: 592-229-2645	Food manufacturing, i.e., cassareep, hot sauce, etc.
26 <sup>+</sup>	GUYANA GREEN FARM INC.	-	Lot 1, South Coverden, East Bank Demerara Tel.: 592-294-8040	Chicken and vegetable processing
27 <sup>+</sup>	FAMILY D'LITE FOODS	Vashti Warner	1767 Aubrey Barker Street, South Ruimveldt Park, Greater Georgetown Tel.: 592-226-1539	Cassava pizza, breadfruit flour and condiments
28 <sup>+</sup>	HAURARUNI AGRICULTURAL DEVELOPMENT COMPANY INC. (HADCO) FARMS	Christopher Chin	82 Collingswood Avenue, Nandy Park, East Bank Demerara Tel.: 592-227-7871 Fax.: 592-223-5513 Email: <a href="mailto:HADCO@HADCOFARMS.COM">HADCO@HADCOFARMS.COM</a>	Fresh fruits and poultry products

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

<b>No.</b>	<b>Entity</b>	<b>Contact Person</b>	<b>Contact Details</b>	<b>Product(s)</b>
29 <sup>+</sup>	IMAM BACCHUS AND SONS LTD.	Samad Bacchus	Affiance, Essequibo Tel.: 592-771-4287 Fax.: 592-771-4371 Email: kull40@hotmail.com	Coffee
30 <sup>+</sup>	JACK'S HONEY ESTABLISHMENT	E. Jack	108 Durban Street, Werk-en-Rust, Georgetown Tel.: 592-225-7283	Honey
31 <sup>+</sup>	JENNY'S PARADISE	Carmen Harka	36 Delhi Street, Prashad Nagar, Georgetown Tel.: 592-226-7572	Spices and Coffee
32 <sup>+</sup>	JUICE POWER AND WATER WORLD	Michael Juitier	343 Middle Street, South Cummingsburg, Georgetown Tel.: 592-225-5955	Tropical fruit juices
33 <sup>+</sup>	BLACK JEWEL	Patrick Bamfield	1244 Canjie Pheasant Lane, South Ruimveldt, Georgetown Tel/Fax.: 592-225-2343	Ceramics and pottery
34 <sup>+</sup>	CARIBBEAN CLOTHING COMPANY	Brian Glasford	27 'D' Lama Avenue, Bel Air, Georgetown Tel.: 592-227-6120-1 Fax.: 592-226-1853	Garment
35 <sup>+</sup>	CHUNG CRAFT ENTERPRISES	Austen Chung	215 Camp Street, Cummingsburg, Georgetown. Tel.: 592-227-5701	Wooden souvenirs
36 <sup>+</sup>	CREATIONS CRAFT	Dennis Dias	7 A Water Street, Cummingsburg, Georgetown. Tel.: 592-226-0073 Fax.: 592-227-0472	Leather products, basketry, nibbi furniture and paintings

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

<b>No.</b>	<b>Entity</b>	<b>Contact Person</b>	<b>Contact Details</b>	<b>Product(s)</b>
37	CUMMINGS LEATHER ESTABLISHMENT	Roy Cummings	6, Camp and Norton Street, Werk-en-Rust, Georgetown or 226 Middle and Thomas Streets North Cummingsburg, Georgetown Tel.: 592-226-5137/55790	Leather products
38 <sup>+</sup>	D and R WOODEN CRAFT	Denzil Hollingsworth	Booth # 9, Hibiscus Craft Plaza, North Road, Robbstown, Georgetown.	Wooden craft
39 <sup>+</sup>	EDDIE'S LEATHERCRAFT, GUYANA	Edward Luke-King	174 Campbell Street, Albouystown, Georgetown or Booth # 7, Hibiscus Craft Plaza, North Road, Robbstown, Georgetown. Tel.: 592-225-0123/73788 Fax.: 592-227-3788	Leather products
40 <sup>+</sup>	DOUBLE 'B' EXOTIC GARDENS	Brigitte Ramsaroop	58 Lamaha Gardens, Georgetown Tel.: 592-225-2023 Fax.: 592-226-0997	Cut flowers and ornamental plants
41 <sup>+</sup>	G and L ENTERPRISE	Gertrude Pierre	6 Stanleytown West Bank Demerara	Salted/smoked fish
42 <sup>+</sup>	FITZ TRADING ENTERPRISE	James Fitzpatrick	72 Sixth and Light Streets, Alberttown, Georgetown Tel.: 592-231-5995 Fax.: 592-226-1063	Nibbi/vinecraft furniture
43 <sup>+</sup>	IMAGE OF LIKENESS	Trevor Alfred	5-6 Supply, East Coast Demerara Tel.: 592-266-2471	Pottery, sculpture and jewellery
44 <sup>+</sup>	JOY'S CRAFT	Joyce Goring	Booth # 5, Hibiscus Craft Plaza, North Road, Robbstown, Georgetown	Stuffed toys, calabash craft, etc.

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

No.	Entity	Contact Person	Contact Details	Product(s)
45*	-	Patricia Sam	Ann's Grove Village, East Coast Demerara	Cassava bread, biscuits, cassava cassareep
46 <sup>+</sup>	KENJOER'S FARM LTD.	Kenyatta Green	Tel.: 592-227-3855	Honey
47 <sup>+</sup>	MEL'S PRODUCTS	John Mohabir	31 Kersaint Park, La Bonne Intention, East Coast Demerara Tel.: 592-220-3404 Email: mels@solutions2000.net	Sauces, fruit drink, cassareep, seasoning, mustard, spices
48	MOHAMMED'S MANUFACTURING ENTERPRISE	Anand Jagdeo	Lot #4 Lusignan, Golf Ground Road, East Coast Demerara Tel.: 592-220-6237	Condiments and sauces
49 <sup>+</sup>	NEW ERA ENTERPRISE	Krishna Seegopaul	Hague, West Coast Demerara Tel.: 592-268-2050/78169	Coffee beans and ground coffee
50 <sup>+</sup>	NICKY'S NATURAL FRUIT JUICE	Damion Da Silva	7 Camp Street, Werk-en-Rust, Georgetown Tel.: 592-227-3880	Sour sap and other fruit juices
51 <sup>+</sup>	ORIGINAL JUICE CENTRE	Nateram Ramnanan	Tel.: 592-771-4093	Fruit juices
52 <sup>+</sup>	PRESTIGE MANUFACTURING AND BOTTLING	Ram Prashad	10 La Grange, West Bank Demerara Tel.: 592-264-3720	Sauces, essences, mustard oil, seasonings, cassareep, jam and jellies, confectionery, pickles
53*	POMEROON OIL MILLS INC.	Ronald Abrams	Charity, Essequibo Coast Tel.: 592-771-4180	Cooking oil
54	R. RAJKUMAR APIARIES AND HONEY WORKS	R. Rajkumar	Zeezight, West Coast Berbice Tel.: 592-333-0830	Honey, bee equipment
55 <sup>+</sup>	SOCOCO INC.	K. Seegram	1 Coldigen Industrial Area, East Coast Demerara Tel.: 592-270-1179	Coconut milk
56 <sup>+</sup>	SURYA DELIGHTS	S. N. Paryag	Tel.: 592-223-7514	Bottled peanuts

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

\* Entities that I felt had the potential and with whom the GEO project may wish to work on its SME program

<b>No.</b>	<b>Entity</b>	<b>Contact Person</b>	<b>Contact Details</b>	<b>Product(s)</b>
57 <sup>+</sup>	TARAKULI GUYANA LTD.	Pierre Fasbender	87 Vlissengen Road, Georgetown Tel.: 592-226-2250	Fruit cheeses
58	TOPCO	Geoffrey Murray	Tel.: 592-261-2302	
59 <sup>+</sup>	-	Terrence Atherley	255 Greenheart Street, McKenzie, Linden	Legume cultivation
60	-	Lynette Cordis	6C Meadow Brook, Greater Georgetown Tel: 592-225-6653	Garment
61	-	Dhanlall	Planters Hall Mahaicony, East Coast Demerara	Celery, tomato and pepper cultivation
62	-	Dookie Milton	10 Hydronic East Bank Essequibo	Cabbage cultivation
63	-	Sharon Fraites	55 New Garden Street, Queenstown, Georgetown Tel: 592-227-5026	Garment
64	-	Colin Hilliman	25 Fellowship Village West Coast Demerara	Furniture manufacture
65 <sup>+</sup>	-	Pierre Gertrude	6 Stanleytown Village, West Bank Demerara	Fish dehydration
66	-	Brian Validum	238 Foreshaw Street Queenstown	Keyrings
67 <sup>+</sup>	-	Paul Williams	c/o Roger Williams, 46 Bent Street Werk-en-Rust, Georgetown	Leathercraft
68	WOMEN'S VOCATIONAL TRAINING GROUP	Nalini Veersammy	Industry Crown Dam, East Coast Demerara	Garment and handicraft
69 <sup>+</sup>	LUSIGNAN YOUTH GROUP	Wizzie Parbhu	15 Annandale, East Coast Demerara	Garment, leather slippers, wallets, etc.
70	ENMORE WOMEN'S GROUP	Carmen Sarran	Logwood, Enmore, East Coast Demerara	Hot pepper, celery, shallot, garment and floral arrangements
71	ROVE WOMEN'S GROUP	Chandroutee Ramnarine	Virgina Village, Cane Grove, East Coast Demerara	Poultry products, garment and handicraft, i.e. cushions
72 <sup>+</sup>	COTTON TREE WOMEN'S GROUP	Mohini Singh	Cotton Tree, West Coast Berbice	Fruit processing, hot sauce, sweet meats, and cash crops

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

<b>No.</b>	<b>Entity</b>	<b>Contact Person</b>	<b>Contact Details</b>	<b>Product(s)</b>
73 <sup>+</sup>	CORENTYNE WOMEN IN DEVELOPMENT	Lilmonie Persaud	Lot 142 #55 Village, Corentyne, Berbice	Poultry and cherry farming
74	BLACK BUSH RURAL WOMEN FOR DEVELOPMENT	Latchmie Ramnarine	Black Bush Polder, Berbice	Cash crops, poultry products and garment
75 <sup>+</sup>	LALUNI WOMEN'S GROUP	Sarah Torres	Laluni, Linden Soesdyke Highway	Poultry products, hot pepper, cherry, passion fruit, and handicraft
76	WISMAR WOMEN'S GROUP	Ernestine Vanslytman	Linden	Agricultural crops and poultry products
77 <sup>+</sup>	SANTA AND ARITAK WOMEN'S CRAFT GROUP	Lucille Barker	Santa Mission	Jewellery boxes and agricultural crops
78 <sup>+</sup>	MORUKA WOMEN'S GROUP	Una James	North West District	Cassava bread and cassava cassareep
79	LETHEM WOMEN'S GROUP	Yvonne Kisson	Lethem, Region #9	Handicraft, hammocks and cashew nuts
80 <sup>+</sup>	ANNA REGINA WOMEN'S GROUP	Juliet Coonjah	Anna Regina, Essequibo Coast	Garment, hot pepper, mangoes, etc.
81 <sup>+</sup>	CENTRAL MAHAICONY WOMEN'S GROUP	Chester Chee	Mahaicony, East Coast Demerara	Garment and handicraft made from coconut shell
82	WOMEN IN DEVELOPMENT	Jean Sahadeo	56 Ocean View, Uitvlugt, West Coast Demerara	Cash crops and garment
83	SUPPLY MAHAICA WOMEN'S GROUP	Debbie Argyle	Supply, Mahaica, East Coast Demerara	Cash crops
84	WOMEN IN DEVELOPMENT	Safeena Kalamadin	#2 West Coast Berbice	Handicraft and garment
85	AURORA WOMEN'S GROUP	Rohini Chandika	Aurora, Essequibo Coast	Garment, pastries and handicraft

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

<b>No.</b>	<b>Entity</b>	<b>Contact Person</b>	<b>Contact Details</b>	<b>Product(s)</b>
86	THREE FRIEND'S WOMEN'S GROUP	Telma Luking	Linden	Poultry products and handicraft
87 <sup>+</sup>	WOMEN OF A DIFFERENCE GROUP	Telma Luking	Linden	Aquarium fish
88 <sup>+</sup>	ST, IGNATIUS RUPUNUNI WOMEN'S GROUP	Samaria Hernandez	St. Ignatius	Cotton hammocks, tibusiri and nibbi furniture, and cashew nuts
89 <sup>+</sup>	UPPERJACKLOW DEVELOPMENT GROUP	Inese Mariam	Upper Jacklow, Essequibo River	Nibbi furniture
90 <sup>+</sup>	ST CUTHBERT'S WOMEN'S GROUP	Diane La Cruz	St. Cuthbert's Mission	Nibbi and tibusiri mats and carpets, and pepper and beans
91	PARADISE DEVELOPMENT GROUP	Mandari Singh	Paradise, East Coast Demerara	Embroidery and stuffed toys
92	ZORG WOMEN'S GROUP	Jean Lowe	Zorg, Essequibo	Garment and handicraft
93	HASLINGTON SENIOR CITIZENS GROUP	Mary Luke	Haslington, East Coast Demerara	Garment and handicraft
94	WOMEN OF THE NEW MILLENNIUM	Merna Ferreira	Soesdyke, Linden Highway	Handicraft
95	SAXAKALI WOMEN'S GROUP	Mavis	Saxakali	Garment, cravings and agricultural crops
96 <sup>+</sup>	AGRICOLA WOMEN'S GROUP	Diane Blyden	Agricola, East Bank Demerara	Floral decorations, pastry making, garment, embroidery

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

No.	Entity	Contact Person	Contact Details	Product(s)
97	A AND R PACKERS AND MANUFACTURING IND.	Raymond Saheed	55 David Street, Kitty, Georgetown. Tel.: 592-225-9372/41946 Fax.: 592-225-7236	Snack foods and confectionery
98 <sup>+</sup>	-	Emam Ali	36A Cotton Tree, West Coast Berbice	Food processinf (bakery)
99 <sup>+</sup>	-	Colin Beckles	15 Norton Street, Lodge, Werk-en-Rust, Georgetown	Garment
100 <sup>+</sup>	-	Ganesh Bhagwandas	'D' Success Housing Scheme, East Coast Demerara	Plastic bag manufacture
101 <sup>+</sup>	-	Primroop Prasad	117 Vryheid Lust, East Coast Demerara	Nibbi furniture
102 <sup>+</sup>	-	Azad Ali	195 Phulwarie Street, Better Hope, East Coast Demerara	Manufacture of pan scales
103 <sup>+</sup>	-	Rookmin Das	179 Phulwarie Street, Better Hope, East Coast Demerara	Garment
104 <sup>+</sup>	-	Ramesh Kisson	11 Strathspey North, East Coast Demerara	Jewellery
105 <sup>+</sup>	-	Deokumar Sukdeo	Lusignan Railway Line, East Coast Demerara	Fish dehydration
106 <sup>+</sup>	-	Khamsoon Nesha	24 Depo Street, Pouderoyen, West Bank Demerara	Food processing
107 <sup>+</sup>	-	Vickram Singh	6 South Section, Canal #2 Polder, West Bank Demerara	Garment
108 <sup>+</sup>	-	Peter Liverpool	Nismes, Government Compound, West Bank Demerara	Fish dehydration
109 <sup>+</sup>	-	Shalini Deen	19 New Housing Scheme, Eccles, East Bank Demerara	Printing
110 <sup>+</sup>	-	Gual Wallace	Anna Catherina, West Coast Demerara	Jewellery
111 <sup>+</sup>	-	Taijram Budhram	23 Leeland, Mahaicony, East Coast Demerara	Dairy
112 <sup>+</sup>	-	Lester Killman	425 Kuru Kururu, Linden Highway	Fish dehydration

<sup>+</sup> Those identified by their respective organizations with whom the GEO project may wish to work on its SME program

**Annex 5**

**LIST OF PRODUCTS PRODUCED BY SMEs IN GUYANA**

<b>NO.</b>	<b>NAME OF COMPANY/INDIVIDUAL</b>	<b>PRODUCTS</b>	<b>COUNTRY(S) EXPORTING TO:</b>	<b>QUANTITY EXPORTED</b>	<b>REMARKS</b>
<b>FISH, CRUSTACEANS AND MOLLUSC</b>					
1.	MOHAN FISH ENTERPRISE	Frozen seafood and salted fish	Canada and Barbados	52,000 kilos annually	(1) Difficulty in acquiring space on the airline
2.	TROPICAL PRODUCTS GUYANA LIMITED	Fish, prawns and seabob	United States, Canada & Jamaica	1,000,000 pounds annually	(1) Problem in getting documents on-time from different authority. (2) GPL – black-out (3) High duty on vehicles to transport fish and other products.
3.	G & L ENTERPRISE	Salted and smoked fish	Not exporting	NA	NA
4.	WOMEN OF A DIFFERENCE	Aquarium fish	Not exporting	NA	(1) Sells to middlemen in Guyana
5.	LESTER KILLMAN	Salted fish	Not exporting	NA	NA
6.	PETER LIVERPOOL	Salted fish	Not exporting	NA	(1) Sells approximately 500 lbs/month
7.	DEOKUMAR SUKDEO	Salted fish	Not exporting	NA	(1) Sells approximately 350 lbs/month
8.	CONWAY INVESTMENTS ENTERPRISE	Seafood	Barbados and St. Lucia	NA	(1) Lack of markets overseas; (2) Finding genuine clients; (3) Lack of information.
<b>FRESH FRUITS/VEGETABLES &amp; OTHER ALLIED PREPARATIONS</b>					
1.	ADVENTURE MANUFACTURING CO. LTD	Jams, jellies, juices & guava cheese	Martinique Trinidad Barbados, Suriname and Jamaica	Approximately 6,000 gallons of fruit pulp annually	(1) Problems with receiving supplies from domestic producers on a timely basis

<b>NO.</b>	<b>NAME OF COMPANY/INDIVIDUAL</b>	<b>PRODUCTS</b>	<b>COUNTRY(S) EXPORTING TO:</b>	<b>QUANTITY EXPORTED</b>	<b>REMARKS</b>
2.	ALLIANCE FRUITS PRODUCTS INC.	Processed fruits and fruit products	NA	NA	-
3.	TANDY'S MANUFACTURING ENTERPRISE	Peanut butter, jams and jellies			
4.	AMAZON CARIBBEAN LTD	Heart of palm	France and the USA		-
5.	GUYANA GREEN FARM INC.	Vegetable processing	NA	NA	-
6.	FAMILY D'LITE FOODS	Cassava pizza, breadfruit flour and condiments	Not exporting	NA	(1) Needs assistance with packaging her products. (2) Problems with airfreight to Caribbean countries.
7.	HAURARUNI AGRICULTURAL DEVELOPMENT COMPANY INC. FARMS	Fresh fruits	Suriname and Barbados	NA	-
8.	IMAM BACCHUS AND SONS LTD.	Coffee	Not exporting	NA	(1) Sells approximately 9,600 lbs annually, with 7,200 lbs being purchased by Demico House. (2) Is seeking new markets.
9.	JENNY'S PARADISE	Coffee	Not exporting	NA	-
10.	JUICE POWER	Tropical fruit juices	Not exporting	NA	-
11.	MEL'S PRODUCTS	Fruit drink	Canada and the USA	NA	(1) Difficulty in receiving payments in a timely fashion.
12.	NEW ERA ENTERPRISE	Coffee beans and ground coffee	Barbados and British Virgin Islands	26,000 lbs/year	(1) Big drop in local sales of ground coffee due to change in consumer taste.
13.	NICKY'S NATURAL FRUIT JUICE	Sour sap and other fruit juices	Not exporting	NA	-

<b>NO.</b>	<b>NAME OF COMPANY/INDIVIDUAL</b>	<b>PRODUCTS</b>	<b>COUNTRY(S) EXPORTING TO:</b>	<b>QUANTITY EXPORTED</b>	<b>REMARKS</b>
14.	ORIGINAL JUICE CENTRE	Fruit juices	Not exporting	NA	-
15.	PRESTIGE MANUFACTURING AND BOTTLING	Jams and jellies	Not exporting	NA	(1) Needs help with packaging and labeling. (2) Transport cost out of Guyana is high
16.	SOCOCO INC.	Coconut milk and cream	Suriname and Trinidad	NA	(1) Having problems to find new markets.
17.	TERRENCE ATHERLEY	Legumes	Not exporting	NA	-
18.	DHANLALL	Celery, tomato, and hot pepper	Not exporting	NA	-
19.	DOOKIE MILTON	Cabbage	Not exporting	NA	-
20.	ENMORE WOMEN'S GROUP	Hot pepper, celery and shallot	Not exporting	NA	-
21.	COTTON TREE WOMEN'S GROUP	Hot pepper, celery, shallot and vegetables	Not exporting	NA	-
22.	BLACK BUSH RURAL WOMEN FOR DEVELOPMENT	Hot pepper, celery, shallot and vegetables	Not exporting	NA	-
23.	LALUNI WOMEN'S GROUP	Cherry, passion fruit, hot pepper, and vegetables	Not exporting	NA	(1) Major problem with finding markets for produced.
24.	WISMAR WOMEN'S GROUP	Hot pepper, celery, shallot and vegetables	Not exporting	NA	-
25.	SANTA AND ARITAK WOMEN'S CRAFT GROUP	Hot pepper, celery, shallot and vegetables	Not exporting	NA	-
26.	MORUKA WOMEN'S GROUP	Cassava bread and cassava casareep	Not exporting	NA	-
27.	LETHEM'S WOMEN'S GROUP	Cashew nuts	Not exporting	NA	(1) Marketing to Guyanese middlemen.

NO.	NAME OF COMPANY/INDIVIDUAL	PRODUCTS	COUNTRY(S) EXPORTING TO:	QUANTITY EXPORTED	REMARKS
28.	WOMEN IN DEVELOPMENT	Hot pepper, celery, shallot and vegetables	Not exporting	NA	-
29.	SUPPLY MAHAICA WOMEN'S GROUP	Hot pepper, celery, shallot and vegetables	Not exporting	NA	-
30.	ST. IGNATIUS RUPUNUNI WOMEN'S GROUP	Cashew nuts	Not exporting	NA	(1) Marketing products mainly to Guyanese middlemen.
31.	SAXAKALI WOMEN'S GROUP	Hot pepper and vegetables	Not exporting	NA	-
32.	ANNA REGINA WOMEN'S GROUP	Hot pepper, fruits and vegetables	Not exporting	NA	-
33.	ST CUTHBERT'S WOMEN'S GROUP	Hot pepper and beans	Not exporting	NA	-
<b>ANIMAL OR VEGETABLE FATS &amp; OILS (lard, edible oil, etc.)</b>					
1.	NATIONAL EDIBLE OILS & FATS INC.	Refined vegetable oil	Jamaica, Trinidad & Tobago & St. Vincent & the Grenadines	Approximately 10,000 gallons annually	-
2.	POMEROON OIL MILLS INC.	Cooking oil	Trinidad, Belize and St. Vincent	120 tons	(1) Product needs some more refining
<b>MISCELLANEOUS EDIBLE PREPARATIONS (mustard preparation, vinegar, sauces &amp; food condiments.)</b>					
1.	SURYA DELIGHTS	Bottled peanuts	Not exporting	NA	-
2.	TARAKULI GUYANA LTD.	Fruit cheeses	Not exporting	NA	-
3.	PRESTIGE MANUFACTURING AND BOTTLING	Sauces, essences, mustard oil, cassareep, and pickles	Not exporting	NA	-
4.	MOHAMMED'S MANUFACTURING ENTERPRISE	Condiments and sauces	Not exporting	NA	-
5.	MEL'S PRODUCTS	Sauces, cassareep, and mustard	Canada and the USA	NA	-

<b>NO.</b>	<b>NAME OF COMPANY/INDIVIDUAL</b>	<b>PRODUCTS</b>	<b>COUNTRY(S) EXPORTING TO:</b>	<b>QUANTITY EXPORTED</b>	<b>REMARKS</b>
6.	MAJORS FOOD MANUFACTURING	Cassava cassareep, hot pepper sauce and tomato ketchup	NA	NA	-
7.	SUPREME ENTERPRISES	Tomato ketchup, mustard, hot pepper sauce, Chinese seasoning sauce, cassava cassareep & G. P. Sauce	Not exporting	NA	(1) Experienced difficulties exporting to Caribbean markets.
8.	ARROWHEAD ENTERPRISES	Tomato ketchup, mustard sauces, tomato sauce and hot sauce	Local traffickers	NA	-
9.	TANDY'S MANUFACTURING ENTERPRISE	Achars and pickles			
<b>PRECIOUS AND SEMI-PRECIOUS MINERALS</b>					
1.	PATMAR INDUSTRIES LTD.	Cultured marble products	Not exporting	Made to order	-
2.	CORREIA' JEWELLERY GUYANA LTD.	Gold, diamond and silver jewellery	USA, Canada, and the Caribbean	NA	-
3.	RAMESH KISSON	Gold and diamond jewellery	Local traffickers	Made to order	-
4.	GUAL WALLACE	Gold and diamond jewellery	Local traffickers	Made to order	-
<b>CUT FLOWERS &amp; OTHER FOLIAGE</b>					
1.	DOUBLE 'B' EXOTIC GARDENS	Agricultural products	USA, Toronto and Germany	1,000 ton of fresh flowers and foliage weekly	(1) Problems with transporting produce due to the contraction in the airline industry

NO.	NAME OF COMPANY/INDIVIDUAL	PRODUCTS	COUNTRY(S) EXPORTING TO:	QUANTITY EXPORTED	REMARKS
<b>CHEMICAL &amp; PHARMACEUTICAL PRODUCTS</b>					
1.	HAIRLOX (GUYANA) LTD	Hair Care Products	Barbados	Approximately 300 gallons of shampoo, conditioner, etc per month	-
<b>METALLIC HOUSEHOLD ITEMS (furniture, nails, etc.)</b>					
1.	PATNOMIKE STEEL FABRICATION COMPANY LIMITED	Spades, Shovels, Hoes, Forks, Band Saws, Bolts & Nuts & others	Local traffickers	NA	Monthly: Spades – 50 Shovels – 30 Hoes – 300 Forks - 10
<b>TOYS &amp; GAMES</b>					
1.	PLAY AND LEARN	Pre-school toys	Not exporting	NA	-
2.	JOY'S CRAFT	Stuffed toys	Not exporting	NA	-
3.	PARADISE DEVELOPMENT GROUP	Embroidery and stuffed toys	Not exporting	NA	-
<b>COSTUME JEWELLERY</b>					
1.	DEANE-HUGHES DESIGNS.	Lamps, Fabrics & Costume Jewellery	Barbados and Grenada	75 lamps per month & 20 dozen pieces of jewellery	(1) This company is currently winding down its operations.
2.	IMAGE OF LIKENESS	Costume jewellery	Barbados and Canada	Made to order	-
3.	JOY'S CRAFT	Costume jewellery and calabash craft	NA	NA	-
<b>PLASTIC AND SYNTHETIC MATERIALS</b>					
1.	IDS HOLDINGS LTD.	Textiles, polypropylene bags	Jamaica	600,000 bags exported and 5Mn consumed locally	(1) Company has a production capacity of 12Mn sacks annually

<b>NO.</b>	<b>NAME OF COMPANY/INDIVIDUAL</b>	<b>PRODUCTS</b>	<b>COUNTRY(S) EXPORTING TO:</b>	<b>QUANTITY EXPORTED</b>	<b>REMARKS</b>
2.	GANESH BHAGWANDAS	Plastic bags	Not exporting	NA	-
<b>SPICES</b>					
1.	SUPREME ENTERPRISES	Grounded dehydrated celery, thyme, etc	Not exporting currently	NA	(1) Had difficulties exporting to Caribbean countries
2.	JENNY'S PARADISE	Grounded dehydrated celery, thyme, etc	Not exporting	NA	-
3.	MEL'S PRODUCTS	Grounded dehydrated celery, thyme, etc	Canada and USA	NA	-
<b>LEATHER &amp; LEATHER MANUFACTURERS</b>					
1.	CUMMINGS LEATHER ESTABLISHMENT	Leather products	NA	NA	-
2.	EDDIE'S LEATHERCRAFT GUYANA	Leather products	USA, Barbados, Grenada and St. Lucia	Approximately 50 pieces per month	(1) Into general leathercraft, i.e., bags, passport holders, sandals, etc.
3.	PAUL WILLIAMS	Leather products	Not exporting	NA	(1) Sells to middlemen and traders
4.	NEWTON'S ART & CRAFT	Leather products	Martinique, Guadeloupe & Barbados	Approximately 2,000 pieces annually	(1) Having difficulty with customs entrance to Barbados
5.	LUSIGNAN YOUTH GROUP	Leather slippers, wallets, etc.	Not exporting	NA	-
<b>CLAY &amp; POTTERY</b>					
1.	IMAGE OF LIKENESS	Sculpture and pottery	Barbados and Canada	Made to order	-
2.	BLACK JEWELS	Ceramics and pottery	USA, Canada & UK	Approximately 20,000 pieces annually	(1) Exports both directly, and indirectly, through middlemen

NO.	NAME OF COMPANY/INDIVIDUAL	PRODUCTS	COUNTRY(S) EXPORTING TO:	QUANTITY EXPORTED	REMARKS
<b>ARTICLES OF APPAREL &amp; CLOTHING ACCESSORIES</b>					
1.	C & D FASHIONS & TAILORING COMPANY LTD.	Garment (hospital apparel mainly)	United States	Approximately 18,000 pieces monthly	(1) Shortage of experienced workers; (2) Having to pay duty on machine parts and on parts to aid in production.
2.	CARIBBEAN CLOTHING COMPANY	Garment	NA	NA	-
3.	LYNETTE CORDIS	Garment	Not exporting	NA	-
4.	SHARON FRAITES	Garment	Not exporting	NA	-
5.	WOMEN'S VOCATIONAL TRAINING GROUP	Garment	Not exporting	NA	-
6.	LUSIGNAN YOUTH GROUP	Garment	Not exporting	NA	-
7.	ENMORE WOMEN'S GROUP	Garment	Not exporting	NA	-
8.	CANE GROVE WOMEN'S GROUP	Garment	Not exporting	NA	-
9.	COTTON TREE WOMEN'S GROUP	Garment	Not exporting	NA	-
10.	BLACK BUSH RURAL WOMEN FOR DEVELOPMENT	Garment	Not exporting	NA	-
11.	ANNA REGINA WOMEN'S GROUP	Garment	Not exporting	NA	-
12.	CENTRAL MAHAICONY WOMEN'S GROUP	Garment	Not exporting	NA	-
13.	WOMEN IN DEVELOPMENT	Garment	Not exporting	NA	-
14.	ZORG WOMEN'S GROUP	Garment	Not exporting	NA	-

NO.	NAME OF COMPANY/INDIVIDUAL	PRODUCTS	COUNTRY(S) EXPORTING TO:	QUANTITY EXPORTED	REMARKS
15.	HASLINGTON SENIOR CITIZENS GROUP	Garment	Not exporting	NA	-
16.	SAXAKALI WOMEN'S GROUP	Garment	Not exporting	NA	-
17.	AGRICOLA WOMEN'S GROUP	Garment	Not exporting	NA	-
18.	COLIN BECKLES	Garment	Not exporting	NA	-
19.	ROOKMIN DAS	Garment	Not exporting	NA	-
20.	VICKRAM SINGH	Garment	Not exporting	NA	-
<b>HANDICRAFT (including basketwares, nibbi &amp; wooden articles, brooms, brushes, etc.)</b>					
1.	LIANA CANE INTERIOR LTD.	Kufa & nibbi furniture	NA	NA	NA
2.	LIZ UNIQUE HANDICRAFT	Handicraft, nibbi and tibusiri furniture	Caribbean countries	Approximately sixty pieces per month	(1) Problems with transporting cargo to the Caribbean.
3.	CHUNG CRAFT ENTERPRISES	Wall shields, jewel boxes and trays	Minimum exporting to Barbados and St. Lucia	Wall shields: 2,000 monthly; Assorted items: 400-500 monthly	(1) Sells mainly to foreign middlemen and local traders
4.	D & R WOODEN CRAFT	Wooden craft	NA	NA	-
5.	FITZ TRADING ENTERPRISE	Nibbi/vinecraft furniture	NA	NA	-
6.	BRIAN VALIDUM	Key rings	NA	NA	-
7.	WOMEN'S VOCATIONAL TRAINING GROUP	Handicraft	Not exporting	NA	-
8.	ENMORE WOMEN'S GROUP	Handicraft	Not exporting	NA	-
9.	CANE GROVE WOMEN'S GROUP	Handicraft and cushions	Not exportingA	NA	-

<b>NO.</b>	<b>NAME OF COMPANY/INDIVIDUAL</b>	<b>PRODUCTS</b>	<b>COUNTRY(S) EXPORTING TO:</b>	<b>QUANTITY EXPORTED</b>	<b>REMARKS</b>
10.	COTTON TREE WOMEN'S GROUP	Handicraft	Not exporting	NA	-
11.	ANNA REGINA WOMEN'S GROUP	Handicraft	Not exporting	NA	-
12.	CENTRAL MAHAICONY WOMEN'S GROUP	Handicraft	Not exporting	NA	-
13.	WOMEN IN DEVELOPMENT	Handicraft	Not exporting	NA	-
14.	ZORG WOMEN'S GROUP	Handicraft	Not exporting	NA	-
15.	HASLINGTON SENIOR CITIZENS GROUP	Handicraft	Not exporting	NA	-
16.	SAXAKALI WOMEN'S GROUP	Handicraft	Not exporting	NA	-
17.	AGRICOLA WOMEN'S GROUP	Handicraft	Not exporting	NA	-
18.	LALUNI WOMEN'S GROUP	Handicraft	Not exporting	NA	-
19.	SANTA AND ARITAK WOMEN'S CRAFT GROUP	Handicraft	Not exporting	NA	-
20.	ANNA REGINA WOMEN'S GROUP	Handicraft	Not exporting	NA	-
21.	AURORA WOMEN'S GROUP	Handicraft	Not exporting	NA	-
22.	THREE FRIENDS WOMEN'S GROUP	Handicraft	Not exporting	NA	-
23.	ST IGNATIUS RUPUNUNI WOMEN'S GROUP	Handicraft	Not exporting	NA	-
24.	PRIMROOP PRASAD	Nibbi furniture	Not exporting	NA	-
<b>POULTRY, DAIRY AND MEAT PRODUCTS</b>					
1.	GUYANA GREEN FARM INC.	Chicken processing	NA	NA	NA

<b>NO.</b>	<b>NAME OF COMPANY/INDIVIDUAL</b>	<b>PRODUCTS</b>	<b>COUNTRY(S) EXPORTING TO:</b>	<b>QUANTITY EXPORTED</b>	<b>REMARKS</b>
2.	HAURARUNI AGRICULTURAL DEVELOPMENT COMPANY INC. FARMS	Poultry products	Barbados and Suriname	NA	-
3.	CORENTYNE WOMEN IN DEVELOPMENT	Poultry products	Not exporting	NA	-
4.	BLACK BUSH RURAL WOMEN FOR DEVELOPMENT	Poultry products	Not exporting	NA	-
5.	LALUNI WOMEN'S GROUP	Poultry products	Not exporting	NA	-
6.	THREE FRIENDS WOMEN'S GROUP	Poultry products	Not exporting	NA	-
7.	TAIJRAM BUDHRAM	Dairy products	Not exporting	NA	-
<b>HONEY WORKS AND APIARIES</b>					
1.	JACK'S HONEY ESTABLISHMENT	Honey	Limited exporting to Brazil & Venezuela	2,000 gallons annually	(1) Needs assistance with labeling
2.	KENJOER'S FARM LTD.	Honey	USA	NA	-
3.	R. RAJKUMAR APIARIES AND HONEY WORK	Honey and bee equipment	Not exporting	NA	-
<b>OTHER MISCELLANEOUS PRODUCTS</b>					
1.	ATLANTIC GROCERY	Canning and bottling	Not producing presently	NA	-
2.	GUYANA WOOD PRODUCTS	Turnery and show-room	Not exporting	NA	-
3.	COLIN HILLIMAN	Furniture manufacture	Not exporting	NA	-
4.	COTTON TREE WOMEN'S GROUP	Pastry making	Not exporting	NA	-
5.	AURORA WOMEN'S GROUP	Pastry making	Not exporting	NA	-
6.	A & R PACKERS	Snack foods	NA	NA	NA

<b>NO.</b>	<b>NAME OF COMPANY/INDIVIDUAL</b>	<b>PRODUCTS</b>	<b>COUNTRY(S) EXPORTING TO:</b>	<b>QUANTITY EXPORTED</b>	<b>REMARKS</b>
7.	AZAD ALI	Manufacture of pan scales	Not exporting	NA	-
8.	SHALINI DEEN	Printing	Not exporting	NA	-

**Annex 6**

**LIST OF GUYANESE EXPORTERS, INTERMEDIARIES, AND PRODUCER GROUPS**

NAME OF COMPANY + CONTACT EXECUTIVE	ADDRESS, TEL, FAX & EMAIL ADDRESS	PRODUCTS	PROBLEMS AFFECTING EXPORTS
<b>EXPORTERS</b>			
<p>(1) GANESH SINGH &amp; BROTHERS LOGGING, INC.</p> <p>Mr. Ganesh Singh – Managing Director</p>	<p>Lot 34 Grant, 1651 Crabwood Creek, Corentyne, Berbice.</p>	<p>Logs</p>	<p>(1) Buyers unwillingness to compensate for decaying of logs during their storage or proper shipping arrangements;</p> <p>(2) Unreliable markets;</p> <p>(3) Unlimited species required by buyers;</p> <p>(4) Unsatisfactory price deal with buyers;</p> <p>(5) Buyers unwillingness to establish a transparent and reliable payment transfer with local banks;</p> <p>(6) The lackadaisical attitude of the Forestry Commission.</p>
<p>(2) GUYANA RICE MILLERS &amp; EXPORTERS DEVELOPMENT ASSOCIATION LTD.</p> <p>Dr. Peter De Groot – President</p>	<p>216-217 Lamaha Street, Georgetown. Tel. 592-225-5090/5353 Fax. 592-225-5350</p>	<p>Rice</p>	<p>(1) Falling prices in the international market.</p> <p>(2) The PL 480 Program under which Jamaica receives rice.</p> <p>(3) Lack of adequate facilities for shipping.</p>

<b>NAME OF COMPANY + CONTACT EXECUTIVE</b>	<b>ADDRESS, TEL, FAX &amp; EMAIL ADDRESS</b>	<b>PRODUCTS</b>	<b>PROBLEMS AFFECTING EXPORTS</b>
(3) A. MAZAHARALLY & SONS LIMITED  Ms. Toni Williams – Marketing Manager	22 Wights Lane, Kingston, Georgetown. Tel. 592-225-8836 Fax. 592-225-2309 Email. <a href="mailto:maz_marketing@solutions2000.net">maz_marketing@solutions2000.net</a>	Rough & Dressed Lumber	(1) Certification requirements; (2) Business practices need to be more honorable; (3) Producers do not work together to build our export potential; (4) Species and volume not always available.
(4) PARIKA SAWMILLS LTD.  Mr. Anil Chand – Managing Director	Lot 154 Parika Village, Parika, East Bank Essequibo. Tel. 592-224-2393/55569 Fax. 592-225-7860/42393	Lumber	(1) Need markets and consistent buyers.
(5) GUYANA SUGAR CORPORATION, INC.  Mr. Kirk Douglas – Marketing Services Manager	22 Church Street, Georgetown. Tel. 592-227-5128 Fax. 592-225-7274 Email. <a href="mailto:msdgsc@guyana.net.gy">msdgsc@guyana.net.gy</a>	Sugar	-
(5) GUYANA GOLD BOARD  Mr. Satkumar Hemraj – General Manager	68 Upper Brickdam, Georgetown. Tel. 592-225-3173 Fax. 592-225-4963 Email. <a href="mailto:goldboard@sdpn.org.gy">goldboard@sdpn.org.gy</a>	Raw Gold	NA
(6) ALESIE GROUP OF COMPANIES  Mr. Rosco Greene – Marketing Coordinator	78 'B' Cowan Street, Kingston, Georgetown. Tel. 592-226-2096/4601/56587 Fax. 592-226-2038/75598 Email. <a href="mailto:alesieguy@solutions2000.net">alesieguy@solutions2000.net</a>	Rice	(1) Government policies; (2) The Guyana Rice Producers Association; (3) The Guyana Rice Development Board.

<b>NAME OF COMPANY + CONTACT EXECUTIVE</b>	<b>ADDRESS, TEL, FAX &amp; EMAIL ADDRESS</b>	<b>PRODUCTS</b>	<b>PROBLEMS AFFECTING EXPORTS</b>
(7) KAYMAN SANKAR GROUP OF COMPANIES  Ms. Savitri Sukhai – Company Secretary	216-217 Lamaha Street, Georgetown. Tel. 592-225-8991/71579 Fax. 592-225-8050 Email. <a href="mailto:kmansankar@solutions2000.net">kmansankar@solutions2000.net</a>	Rice	(1) Decline in export sales; (2) Inadequate information on certain markets, e.g. Latin & Central America.
(8) AMAZON CARIBBEAN GUYANA LIMITED  Mr. Jean-Francois Gerin – Administrative Manager	7, Sheriff Street, Subryanville, G/T Tel. 592-226-2828/5238 Fax. 592-226-9883 Email. <a href="mailto:palmheart@solutions2000.net">palmheart@solutions2000.net</a>	Heart of Palm	(1) Lower production cost in competitive countries.
(9) DENMORE GARMENTS MANUFACTURING, INC.  Mr. Dennis Morgan – Managing Director	Plots 7-9 Coldingen Industrial Estate, East Coast Demerara. Tel. 592-70-1172-6 Fax. 592-70-1120 Email. <a href="mailto:denmore@guyana.net.gy">denmore@guyana.net.gy</a>	Garments	(1) Competition with countries using high technology; (2) Prices are being dictated by market forces; (3) Borrowing is being done at a far lower interest rate than the banks; (4) Lack of ‘grants’ and technical assistance.
(10) OMAI GOLD MINES LIMITED  Mr. Norman Mc Lean – Human Resources Manager	176-D Middle Street, Cummingsburg, Georgetown. Tel. 592-226-6463 Fax. 592-226-6468 Email. <a href="mailto:ngmclean/oma/cambior@cambior">ngmclean/oma/cambior@cambior</a>	Gold	-
(11) CARIBBEAN CONTAINER, INC.  Mr. Jimmy Lorrimer – Customer Services Manager	Farm, East Bank Demerara. Tel. 592-65-4247, 4250 Fax. 592-65-4251 Email. <a href="mailto:cci@guyana.net.gy">cci@guyana.net.gy</a>	Corrugated Cartons for packaging	(1) Shipping costs & unreliable scheduling; (2) High energy cost.

<b>NAME OF COMPANY + CONTACT EXECUTIVE</b>	<b>ADDRESS, TEL, FAX &amp; EMAIL ADDRESS</b>	<b>PRODUCTS</b>	<b>PROBLEMS AFFECTING EXPORTS</b>
(12) CARICOM RICE MILLS  Mr. Osmond Davy – General Manager	Anna Regina, Essequibo Coast.	Rice, Bran & Seed Paddy	NA
(13) VINELLI INDUSTRIES LIMITED  Mr. Vickram Oditt – Chairman	7, Industrial Site, Ruimveldt, Georgetown. Tel. 592-227-8702-4/53235/62658 Fax. 592-225-1222 Email. <a href="mailto:dawn@networksgy.com">dawn@networksgy.com</a>	Chowmein Noodles, Ice Lollies, Ice Cream & Semovita	(1) Unavailability of overseas markets.
(14) B. E. V. PROCESSORS INC.  Mr. John Carpenter – Manager	Area 'K' Houston, East Bank Demerara	Fish, Prawns & Seabob	(1) We do not benefit from concessions on fuel like other Caribbean countries, hence the escalating fuel costs are making us uncompetitive in the overseas market.  (2) We are unable to penetrate the European market due to Guyana not being eligible to export to the European Union.
(15) OREU TIMBER & TRADING, INC.  Mr. Oren Benjamin – Chief Executive Officer	154 Noitegedacht, Linden, Mc Kenzie.	Lumber, Piles, Poles, Utility Poles, Greenheart, Wallaba Fence Posts, Logs & Wallaba Shingles	(1) Export financing; (2) Serious under-pricing by competitors; (3) Unclear policies, re. the exportation of forest products.

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<b>INTERMEDIARIES</b>			
(1) IMAN BACCHUS & SONS LTD.  Mr. Samad Bacchus, Secretary	Affiance, Essequibo Coast Tel: 592-771-4287	Rice production, processing, retail, coffee processing and retail	(1) Market for coffee beans not presently available (2) Depends heavily on a single buyer.
(2) EDWARD B. BEHARRY & SONS COMPANY LTD.  Mr. Haresh Singh	191 Charlotte Street, Lacytown, Georgetown Tel: 592-227-1349/2526	Roast, grind, package, wholesale and retail coffee and condiments	(1) Coffee represents only a minor part of Beharry's operations
(3) NEW ERA ENTERPRISE  Mr. Krishna Seegopaul, Managing Director	Hague< West Coast Demerara Tel: 592-268-2050 & 592-227-8169	Purchases hulled beans, roasts, grinds, packages and wholesale both beans and ground coffee	(1) Sees potential for the exporting of quality beans to the Caribbean.
(4) ADVENTURE MANUFACTURING COMPANY LTD.  Mr. Fitzroy Fletcher, Managing Director	5 Oleander Gardens, East Coast Demerara, P.O. Box 10696 Tel/Fax: 592-222-4092	Cultivates and Purchases tropical fruits from local farmers and exports fruit pulp	(1) Unreliable Guyanese suppliers have forced him to seek suppliers from Trinidad. (2) Product is not always price competitive in the export market
(5) TANDY'S MANUFACTURING ENTERPRISE  Mr. Bert Denny, Managing Director	19 Public Road Mc Doom, East Bank Demerara Tel/Fax: 592-225-7263	Purchase fresh fruits and process these into jams, jellies, pickles, etc., and wholesale and retail these mainly in the domestic market	-

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(6) NATIONAL EDIBLE OILS & FATS INC.  Mr. Robert Badal, Chairman	Farm, East Bank Demerara Tel: 592-265-4671-4 Fax: 592-265-4680	Purchases copra from small farmers and refine this into oil	(1) The oil market is pretty competitive and somewhat depressed at the moment
(7) MOHAN FISH ENTERPRISE  Mr. Rajendra Mohan, Managing Director	129 Courbane Park, Annadale, East Coast Demerara Tel: 592-220-9489	Catches and also purchases fish from smaller scale fishermen	(1) Needs more assistance with packaging his product to be able to penetrate further into the export market place.
(8) CREATIONS CRAFT  Ms. Dennis Dias, Managing Director	7A Water Street, Cummingsburg, Georgetown Tel: 592-226-0073 Fax: 592-227-0472	Purchase craft items directly from small producers and export same.	-
(9) POMEROON OIL MILLS INC  Mr. Ronald Abrams	Charity, Essequibo Coast Tel: 592-771-4180	Purchase copra from small farmers and process this into cooking oil that is retailed locally and exported	-
(10) EDDIE'S LEATHERCRAFT GUYANA  Mr. Edward Luke-King	174 Campbell Street, Albouystown, Georgetown or Booth # 7 Hibiscus Craft Plaza, North Road, Robbstown, Georgetown Tel: 592-225-0123	Makes most of his products but also purchases from various producers and exports.	

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<b>PRODUCER GROUPS</b>			
(1) WAKAPOA COFFEE PRODUCERS ASSOCIATION  Mr. Lloyd Perreira, Captain, WCPA	Wakapoa, Region #2	Plant and process coffee	(1) Have a major difficulty marketing this coffee due to its poor quality
(2) RUPUNUNI WEAVERS ASSOCIATION  Ms. Samaria Hernandez	St. Ignatius, Region #9	Plant and market cashew nuts locally and a small amount is exported to Brazil	(1) Group needs more marketing information to get a better price for their produce.

## **List of Persons/Organizations that the International Market Specialist Should Visit**

1. Ms Bibi Andrews, Coordinator  
Rural Women's Network  
c/o IICA Building (Bottom Flat)  
227-4866
  
2. Mr. Fitzroy Fletcher, Managing Director  
Adventure Manufacturing Company Ltd  
5 Oleander Gardens, East Coast Demerara  
Tel/Fax.: 222-4092
  
3. Mr. Frank Alphonso, Manager  
Liana Cane Interior Ltd.  
173 Charlotte Street, Lacytown, Georgetown  
Tel.: 225-8404 or 220-2751
  
4. Mr. Bert Denny  
Tandy's Manufacturing Enterprise  
19 Public Road, McDoom, East Bank Demerara  
Tel.: 225-7263
  
5. Hibiscus Craft Plaza  
Guyana Post Office Building  
(this is a set of different craft booths)
  
6. Mr. Cecil Barker  
C and D FASHIONS and TAILORING COMPANY LIMITED  
137 Regent Road, Bourda, Georgetown  
Tel.: 225-6479
  
7. Mr. Rajendra Mohan  
Mohan's Fish Enterprise  
129 Courbane Park, Annandale, East Coast Demerara.  
Tel.: 220-9489
  
8. Mr. Christopher Chin  
Hauraruni Agricultural development company inc. (hADCO) Farms  
82 Collingswood Avenue, Nandy Park, East Bank Demerara  
Tel.: 227-7871
  
9. Mr. E. Jack  
Jack's Honey Establishment  
108 Durban Street, Werk-en-Rust, Georgetown  
Tel.: 225-7283

10. Mr. Patrick Bamfield  
Black Jewels  
1244 Canjie Pheasant Lane, South Ruimveldt, Georgetown  
Tel.: 225-2343
11. Mr. John Mohabir  
Mel's Products Ltd  
31 Kersaint Park, La Bonne Intention, East Coast Demerara  
Tel.: 220-3404
12. Mr. Krishna Seegopaul  
New Era Enterprise  
Hague, West Coast Demerara  
Tel.: 268-2050 or 227-8169
13. Mr Ronald Abrams  
APomeroon Oil Mills Inc.  
Charity, Essequibo Coast  
Tel.: 771-4180
14. Mr. Samad Bacchus  
Imam Bacchus and Sons Ltd  
Affiance, Essequibo  
Tel.: 771-4287
15. Mr. Anand Jagdeo  
Mohammed's Manufacturing Enterprise  
Lot #4 Lusignan, Golf Ground Road, East Coast Demerara  
Tel.: 220-6237
16. Mr. Ram Prashad  
Prestige Manufacturing and Bottling  
10 La Grange, West Bank Demerara  
Tel.: 264-3720